



RESEARCH SEMINAR

Friday June 14, 2013
12 noon to 1 pm

ICT 3.46

Terrence Masson

Distinguished practitioner in computer graphics,
multimedia, & the creative industries

Northeastern University, USA

Professor Masson's visit is sponsored in part by the ACM (Association for Computing Machinery) under its Distinguished Speakers Program



Revolution. Excellence. Agility. Convergence and Collaboration in the Creative Industries

Professionals and academics from every discipline are increasing their collaboration between film and game production around the world. This presentation will illustrate 20 years of personal examples in successful collaborations as well as exciting new trends. Based upon Masson's unique interdisciplinary experience working in films and games, and leading the new team-based game program at Northeastern University, this presentation will highlight how a collaborative approach affects the creative process and provides unique insights behind the scenes. Revolution. Excellence. Agility.

Northeastern University in general, and Creative Industries specifically, is based fundamentally around experiential learning; that is, learning by doing. Like it or not, the college degree just isn't what it used to be. Now to be fair, in a technical/creative art like Game Design having a degree was never as important as it is in most other fields; but College now is as much a social experience, the experience of meeting and learning from others of your own peer group... interdisciplinary, team based experiences.

REVOLUTION -- We must build programs that matter, we must not only think revolutionary, but act revolutionary as well. And Creative Industries is that weapon of choice. We've all seen the concept of "Gamefication" spread faster than a cute-kitten video on Youtube. The intersection of art, science and technology has never been more all-encompassing across so many fields. I would bet you'd be hard pressed to think of any example of a field NOT somehow influenced by Creative Industries. Juggling maybe. But beware... If you're going to do something radical and new... not EVERYone will love the idea :) so be prepared to occasionally need a very thick skin indeed.

EXCELLENCE -- I'm more than occasionally in awe of my students' raw talent and just love pushing them to new levels of excellence and innovation. Everywhere the levels of excellence continue to rise... and anyway I hate mediocrity; don't you? Randy Pausch called it "enabling the dreams of others" and that's something I can buy into, because as a teacher it doesn't come at the expense of one's own dreams. And another thing; I believe what goes around comes around... call it kismet or karma, I am where I am because of the help of others and I love influencing others to a better future.

AGILITY -- The curatorial framework of a recent conference was set around the idea of "uncontainable". It turns out that I think this is an apt descriptor for the Creative Industries today. No one has any idea where it's going next. None at all. We can however help shape and prepare the very people who are going to make it happen.



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